

WHAT IS CLAIMED IS :

1. A display apparatus of semi-transmissive type for performing both reflective display and transmissive display, a display mode of the reflective display and a display mode of the transmissive display being different in relationship between an applied voltage and transmissivity or relationship between the applied voltage and reflectivity, the display apparatus comprising:

gradation reference potential generating means including two series of two variable resistors and a ladder resistor located between the two variable resistors, the ladder resistor outputting gradation reference potentials of a required number of gradation levels, each of the series dividing a power source voltage,

the gradation reference potential generating means including a memory for storing therein resistance value setting data for each display mode, the resistance value setting data being for setting resistance values of the variable resistors.

2. The display apparatus as set forth in Claim 1, wherein:

the memory is non-volatile.

3. The display apparatus as set forth in Claim 1,

wherein:

the two ladder resistors respectively generate a positive gradation reference potential and a negative gradation reference potential.

4. A display apparatus of semi-transmissive type for performing both reflective display and transmissive display, a display mode of the reflective display and a display mode of the transmissive display being different in relationship between an applied voltage and transmissivity or relationship between the applied voltage and reflectivity, the display apparatus comprising:

gradation reference potential generating means including a group of output terminals whose voltages are determined in accordance with a voltage division ratio of one ladder resistor, so as to output gradation reference potentials of a number greater than a required number of gradations;

output terminal designating means including a memory for designating, among from the output terminals, an output terminal for each of the gradation of the required number, in accordance with the display modes; and

selecting means for selecting an output terminal that corresponds to an input gradation signal, among from the

output terminals designated by the output terminal designating means, and for applying a voltage via the thus selected output terminal to a display screen.

5. The display apparatus as set forth in Claim 4, wherein:

the memory is non-volatile, and stores therein resistance value setting data for each display mode; the resistance value setting data being for setting resistance values of the variable resistors.

6. The display apparatus as set forth in Claim 4, wherein:

the gradation reference potential generating means includes a group of output terminals for outputting gradation reference potentials of an N multiple of a required number of gradations, where N is an integer not less than 2.